MERIT

Light up with the lighter side!

Why not take a quick intermission and fill out the following survey? Your answers are important to us and help us better serve valuable customers like you. And, as our way of saying thanks for returning the survey, we'll send you a **free** Merit Lighter.

9999999999999999
Sample A. Sample
123 Main Street
Anytown, USA 12345-6789

Please make any address corrections below.
☐ Mr.
☐ Ms.
☐ Mrs.
Address

City State ZIP
Phone ( )
☐ Male ☐ Female

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature (required) X **Birthdate (required)** / /
Month Day Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?
(brand names)
2. Is your regular brand...? *(Check one.)*
☐ Regular/King Size, ☐ 100's or ☐ 120's
3. Is your regular brand...? *(Check one.)*
☐ Menthol or ☐ Non-Menthol
4. Is your regular brand...? *(Check one.)*
☐ Lowest/1 mg Tar ☐ Medium
☐ Ultra/Extra Low Tar ☐ Full Flavor
☐ Light/Mild
5. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways
6. Which of the following do you enjoy on a regular basis? *(Check all that apply.)*
☐ Dine out ☐ Movies
☐ Read books ☐ Do home repairs/decoration
☐ Fashion/clothing
☐ Travel ☐ Gardening/plants
☐ Gourmet cooking/fine foods ☐ Work on car
☐ Personal computers ☐ Entertain at home
☐ Photography ☐ Attend cultural/art events
☐ Spectator sports ☐ Tennis
☐ Go to plays/concerts ☐ Fishing
☐ Bowl ☐ Go to bars/nightclubs
☐ Golf
☐ Attend auto racing ☐ Puzzles
☐ Other
7. What, if any, was your previous brand?
(brand name)
8. If your regular brand were not available, which of the following brands would you consider buying? *(Check all that apply.)*
☐ Alpine ☐ Doral ☐ Now
☐ Benson & Hedges ☐ Kent ☐ Parliament
☐ Bristol ☐ Kool ☐ Salem
☐ Bucks ☐ Magna ☐ Store/Generic
☐ Cambridge ☐ Marlboro ☐ Superslims
☐ Camel ☐ Merit ☐ True
☐ Capri ☐ Misty ☐ Vantage
☐ Carlton ☐ Montclair ☐ Virginia Slims
☐ Other ☐ Newport ☐ Winston
(brand names)
9. How many packs of cigarettes did you smoke in the past month?
(Note: 1 carton = 10 packs)
Total # Packs
10. Of these total packs, how many were your regular brand and how many were other brands?
Regular Brand # Packs
Other (brand name) # Packs
Other # Packs
Other # Packs
11. Please fill in how much you agree or disagree with the following statements. *(Check one per statement.)*
When I shop, I usually buy merchandise on sale.
☐ Agree completely ☐ Disagree completely
☐ Agree somewhat ☐ Disagree somewhat
☐ Neither agree nor disagree
In general, the price of a product tells you something about the quality of it.
☐ Agree completely ☐ Disagree completely
☐ Agree somewhat ☐ Disagree somewhat
☐ Neither agree nor disagree
I will buy a different brand of cigarette if it's on sale or I have a coupon for it.
☐ Agree completely ☐ Disagree completely
☐ Agree somewhat ☐ Disagree somewhat
☐ Neither agree nor disagree
I smoke a cheaper cigarette brand frequently, but don't consider it my regular brand.
☐ Agree completely ☐ Disagree completely
☐ Agree somewhat ☐ Disagree somewhat
☐ Neither agree nor disagree
I buy the cheapest brand of cigarette in the store.
☐ Agree completely ☐ Disagree completely
☐ Agree somewhat ☐ Disagree somewhat
☐ Neither agree nor disagree

Free Lighter Offer good until June 30, 1993. Please allow 10-12 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected, mutilated or postage-due mail. Offer good only in U.S.A. Merit Lighter Offer is limited to one per person regardless of the number of surveys completed. Void where otherwise prohibited, taxed or licensed. Offer limited to smokers 21 years of age or older. Offer void in Philip Morris and its advertising agencies' employees.

P0003261

MERIT

Bring home the movies for a friend!

Share the fun and excitement of the Lighter Side of the Movies with a friend. If you have a friend who is a smoker 21 years of age or older, please have them fill out the bottom portion, fold, seal and mail before June 30, 1993. That way, they may be eligible to receive future Merit mailings like you are.

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☐ Ms.
☐ Mrs.
First MI Last
Address Apt. #
City State ZIP Phone ( )
☐ Male ☐ Female

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P0003262

MERIT

Order the Lighter Side of the Movies here!

Fill out the following information and return it with the correct number of UPCs from packs of any style Merit in the envelope enclosed. Also enclose check or money order for postage and handling. Make payable to: The Merit Movie Collection. Do not send cash. For proper delivery, place correct postage on return envelope. Limit one of each item per person.

Check Here	Item	Pack UPCs Needed Per Item	Postage & Handling
	Popcorn Bowl	50	$4.50
	Gourmet Popcorn	50	$4.50
	Complete Set/Popcorn Bowl, Popcorn	90	$5.00
	Total pack UPCs included:		
	Total Postage and Handling included:		

Make check payable to: Merit Movie Collection. For proper delivery please place correct postage on return envelope. Offer is non-transferrable. Allow 10-12 weeks for delivery. Offer expires August 31, 1993. Offer limited to smokers 21 years of age or older, no facsimiles accepted. Offer void in Kansas, Wyoming and where otherwise prohibited by law. Offer void to Philip Morris and its advertising agencies' employees.

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Sample A. Sample
123 Main Street
Anytown, USA 12345-6789

2061033662

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☐ Ms.
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Signature (required) **Birthdate** (required) / / (Month/Day/Year)

Source: https://www.industrydocuments.ucsf.edu/docs/
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